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Cyber Liability and Data Security+

DID YOU KNOW:

- ▶ A study by a major credit card company found that 85% of all data breaches occur at the small business level.
- ▶ Organized crime considers small businesses to be low risk, high reward targets.
- ▶ Small business owners are popular targets of identity thieves because they have larger lines of credit, higher volume of transactions and valuable computer networks.
- ▶ Common reasons personal information is breached include criminal hacking, lost or stolen laptops, computers, or paper reports and negligent or malicious employee activity.
- ▶ It is illegal for business owners to not report and not send notification to those whose legally protected personal information is breached.

WHAT ARE THE COSTS OF DATA BREACHES?

- ▶ Claims for failure to protect information, expense of legally required notifications and credit monitoring to those whose information is exposed, forensic expense to find out and resolve what happened, public relations expense to maintain business reputation, regulatory and payment card industry fines and hacker extortion demands.
- ▶ In 2011, the average cost to business owners per record compromised was \$194.
- ▶ Small business owners have gone out of business due to identity thieves impersonating their business and personal name leading to loan defaults, inability to access credit and loss of business reputation.

USLI can help protect you with the following product features:

COVERAGE FEATURES	OUR GROUP	COMPETITORS' POLICY
Separate aggregate limits of liability per Coverage Part with option to combine into one aggregate limit.	✓	?
Liability arising from both Data Breach & Security Breach	✓	?
Data Breach Expense and Identity Theft expense paid as incurred (pay-on-behalf) instead of by reimbursement	✓	?
Defense of Regulatory Proceedings	✓	?
Payment Card Industry (PCI) Fines & Penalties	✓	?
Data Breach Expense coverage including notification letters, public relations, forensics & credit monitoring	✓	?
Cyber Extortion Expenses	✓	?
Website Liability including libel, slander, misappropriation of ideas, plagiarism, piracy, copyright & trademark violations	✓	?
Identity Theft expense including credit monitoring & expense to retain specialists to resolve identity theft for board members and owners	✓	?
Access to the Business Resource Center which provides free and discounted business solutions to USLI policy holders.	✓	?

This document does not amend, extend or alter the coverage afforded by the Policy. For a complete understanding of any insurance you purchase, you must first read your Policy, Declaration Page and any Endorsements and discuss them with your Broker. A specimen policy is available from an Agent of the Company. Your actual Policy Conditions may be amended by Endorsement or affected by State Laws.